



# Virginia Green Events



## Profile:

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## Rock n Roll Half Marathon 2009 Virginia Beach, Virginia

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**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

### Rock 'n' Roll ½ Marathon 2009

The Rock 'n' Roll Half Marathon, presented by SunTrust, will celebrate its ninth anniversary in Virginia Beach on Sunday, September 6, 2009. Open to runners and walkers from novice to professional, more than 20 live bands entertain participants along the scenic course, which winds through the area's coastal communities and along the oceanfront.



**Virginia Green Activities.** When participating in the Rock 'n' Roll Half Marathon Virginia Beach, you can expect the following practices:

### CORE ACTIVITIES for Green Events

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.
  - Aluminum Cans, Plastic Bottles, Glass Bottles, Paper, Cardboard
- ☒ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.
  - Hot liquids are served in paper-based products
- ☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!
  - Our 2009 materials have already been printed. We have significantly reduced the quantity of printed pieces, by emailing pertinent information and encouraging online registration.
- ☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event.
  - Our goodie bags have already been ordered for this year, but we are working on a 2010 sponsorship that will involve re-usable goody bags.

- We chose to have the event centered at the Virginia Beach Convention Center – a certified green facility.
- Encouraging exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
- Encourage the use of mass-transit and/or carpooling to your event.

☒ **Green Signage.** Event planners must commit to **tell their participants about how green** the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event.

- Post web-link to the Virginia Green Events webpage
- Create a green event section on your event’s webpage highlighting green activities
- Post signs at registration which lists all of your green activities
- Use the Virginia Green logo on signs and at recycling centers

☒ **Your Green Statement.**

Green is the new black! The Rock ‘n’ Roll Half Marathon Virginia Beach is committed to making positive strides towards decreasing the impact of our event on the environment. Simple adjustments can make a huge difference towards minimizing waste and prolonging limited resources. We look forward to a successful partnership once again in 2009.

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For more information or to register for the Rock 'n' Roll Half Marathon, visit [www.RnRvb.com](http://www.RnRvb.com) or call (800) 311-1255.

For more information on **Virginia Green** program, see [www.deq.virginia.gov/p2/viriniagreen](http://www.deq.virginia.gov/p2/viriniagreen). Click on “Events” for a more of green events.



**Virginia Green** is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

